EARL LEE KELLY, CHAIRMAN
HARRY A. HOPKINS, MEMBER
TIMOTHY A. REARDON, MEMBER
PHILIP A. STANTON, MEMBER
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JOHN W. HOWE, SECRETARY

James Rolph, Jr.
Governor of California

COL. WALTER E. GARRISON
DIRECTOR
DEPARTMENT OF PUBLIC WORKS

C. H. PURCELL
STATE HIGHWAY ENGINEER

California Highway Commission
JOHN W. HOWE, SECRETARY
P. O. BOX 1103
SACRAMENTO, CALIFORNIA

January 13, 1932.

The Progressive Club of Stinson Beach,
Stinson Beach, California.

Gentlemen:

Your communication of January 1 regarding the section of State highway between Wilson Creek and Crescent City, road I-D.N-1-B, was presented to Governor Rolph's Highway Commission on January 8.

At the present time, a survey party is engaged on this location. The distance involved is 14 miles and this project is a major one requiring a large sum of money to finance. There are no funds in our present budget for handling this work but the survey work will be completed in time to give the project consideration in the allocation of funds for the 85th-86th fiscal years.

We are appreciative of your desires in this regard and fully realize the necessity for the reconstruction of this section as soon as funds may become available.

Yours very truly,

John W. Howe

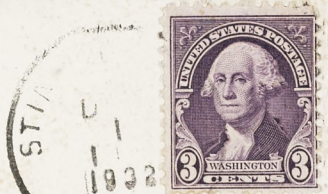
JOHN W. HOWE, Secretary.

Acknowledging with sincere thanks

your kind and thoughtful

expression of sympathy

Mrs. J. Lawrence and Family



Progressive Club.

Stinson Beach

California

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STINSON BEACH CALIF JAN 1 1932 19

To STATE DEPT OF PUBLIC WORKS

CALIF HIGHWAY COMMISSION SACRAMENTO CALIF

WHILE STRONG FOR CONSERVATION OF REDWOODS HUMAN LIFE COMES FIRST THE UNSAFE TORTURUS UNIT FROM WILSON CREEK AND THE BLUFFS IN DEL NORTE COUNTY ON ROUTE ONE IN THE REDWOOD HIGHWAY IS TAKING HUMAN LIVES AND WE RESPECTFULLY URGE THAT YOU REALIGN THIS SECTION AS RECOMMENDED BY NINE COUNTIES HIGHWAY COMMITTEE THE SUPERVISORS UNIT AND THE REDWOOD EMPIRE ASSOCIATION RESPECTFULLY THE PROGRESSIVE CLUB OF STINSON BEACH

HILDA GRUNERT

84¢

Paid m m Avery 1/2/32

SENDER'S ADDRESS FOR ANSWER

SENDER'S TELEPHONE NUMBER

PROGRESSIVE CLUB
OF
STINSON BEACH

Devoted To Exploiting and Developing This Famous Marin County Resort

Stinson Beach, Calif.

You have spent enough time at Stinson Beach to know Nature has endowed it with more charm and beauty than most places, even in this wonderful State of California.

It remained for a group of people to provide the physical comforts to make it an easy locality in which to live and play. We needed various improvements for bettering living conditions so you could have some of the conveniences of the city while enjoying the simplicity of the country.

To that end, there has been formed the Progressive Club of Stinson Beach; an altruistic organization working for the general good of this community; membership is open to everyone interested in this locality; the dues are purposely placed at the nominal sum of $1.50 a year (associate members and minors $1.00 per year).

Many things of major importance to Marin County are in the process of formation. It is only by concerted action on our part through an organized group that we may have a chance to obtain our share of these advantages.

We need your co-operation and invite you to join with us for mutual advantage. Communicate with our President, R. J. (Jack) Airey, or Secretary, C. E. Stewart. Otherwise talk with any officer or member of the Progressive Club.

Cordially yours,

_____
Chairman Membership Committee

MARVELOUS MARIN COUNTY

February 20, 1932.

California State Supervisors Association,
C/O Supervisor Thomas Maxwell, President,
Annual Convention Assembled,
Hotel California,
San Bernardino, California.

Gentlemen:

We would like to have your organization, (The California State Supervisors Association, consider some town in the Redwood Empire for your convention in 1934.

The climatic conditions of this Empire are ideal at any season and the southern section of the district is perticularly suitable for a convention because of its central location in our State.

Hoping that you will give this district your favorable consideration,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Grunert,
Secretary.

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE 1201S

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

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DB388 21 GOVT= SC WASHINGTON DC 8 409P VIA DLY

STINSON BEACH PROGRESSIVE CLUB= CARE W B MARBLE 353 GEARY ST

AN ANSWER 7 SANFRANCISCO CALIF=

H R NINE SIX FOUR TWO ON SENATE CALENDAR STOP WILL BE GLAD TO DO WHAT I CAN IN ITS BEHALF=

HIRAM W JOHNSON.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE.

TUBE MAR 8 PM 1 57

DELIVERY DEPARTMENT
1932 MAR 8 PM 1 34
SAN FRANCISCO, CALIF.

Copy of telegram sent at the request of Redwood Empire Assn. letter 3/2/32

William Deysher, Chairman,
Nine-Counties Highways Committee.

To Senators Hiram F. Johnson and Samuel M. Shortridge,
Washington, D. C.

"The Nine Counties of the Redwood Empire including San Francisco will greatly appreciate your personal support to and work in favor of Almon Emergency Bill nine six four two which will make available additional millions for highway construction in California particularly beneficial to Northern California Thanks.

The Progressive Club of Stinson Beach.

Night letter sent via Western Union
March 7th. Prepaid $1.20. from
San Francisco.

HARRY LUTGENS
President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

A *Non-Profit Inter-County* DISTRICT CHAMBER of COMMERCE *Officially Representing Nine Counties*

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREEN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: WILLIAM DEYSHER LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

March 2, 1932

Following is copy of telegram today dispatched to Senators Hiram F. Johnson and Samuel M. Shortridge at Washington, D. C., which is self-explanatory:

"The Nine Counties of the Redwood Empire including San Francisco will greatly appreciate your personal support to and work in favor of Almon Emergency Bill nine six four two which will make available additional millions for highway construction in California particularly beneficial to Northern California Thanks

Harry Lutgens, President
Redwood Empire Association"

It will be well worth your while to dispatch today a similar wire urging passage of the measure by the Senate.

It has already passed the House.

After the bill passes the Senate, you should then wire President Hoover urging him to sign the same.

The passage of this measure will make available funds for early construction of Waldo-Sausalito Sector and other improvements in Northern California.

Sincerely yours,

REDWOOD EMPIRE ASSOCIATION

William Deysher, Chairman,
Nine-Counties Highways Committee

The above is at the suggestion of Colonel Walter E. Garrison, Director, State Department of Public Works, and C. H. Purcell, State Highway Engineer, of Sacramento, with the approval of Earl Lee Kelly, Chairman of the California Highway Commission.

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . HARRY LUTGENS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

March 4, 1922.

American Bitumels Co.,
200 Bush St.,
San Francisco.

Gentlemen:

We express appreciation of the illustrated lecture on Good Roads and their construction given us Wednesday evening by your Mr. W.K.Wright.

In our small community, where the local roads are repaired through personal effort and private donations, the information given us is a valuable aid.

Thanking you for your cooperation,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

March 4, 1932.

The Standard Oil Company of California,
225 Bush St.,
San Francisco.

Gentlemen:

We express our appreciation for the address on Good Roads given us Wednesday evening by your Mr. Ted.Huggins followed by Mr. W.K.Wright from the American Bitumels Co. showing moving pictures of the most advanced methods of good road construction.

In our small community, where the local roads are repaired through private donations, these illustrated talks give us valuable information.

We still remember pleasantly the assistance given us last year, through Mr. Huggins , upon the occasion of the Dedication of the first link of the ShoreLine Highway last November.

Thanking you for your splendid cooperation,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

ALL AGREEMENTS ARE CONTINGENT UPO N THE ACTS OF GOD, RIOTS, STRIKES, LOCKOUTS, FIRES, FLOODS, ACCIDENTS, INABILITY TO SECURE CARS, OR OTHER CAUSES OF DELAY BEYOND OUR CONTROL

HARRY EASOM
WHOLESALE LUMBER
REDWOOD - FIR - SPRUCE - SHINGLES
OFFICE 112 MARKET STREET
PHONE GArfield 4010

SAN FRANCISCO. March 10th 33

Stinson Beach Progressive Club.

Stinson Beach. Calif.

Gentlemen.

Comparison of rates charged by the Southern Pacific Golden Gate Ferries Company reveals it costs more than twice as much to ship freight by auto from San Francisco to Sausalito as it does from San Francisco to East Bay points and Richmond, and more even than it costs to ship from San Francisco to Vallejo. The automobile passenger rate is three times that of the rate to East Bay points, and 50% higher than the rate to Vallejo.

I believe steps should be taken immediately to present the matter in such a way to the Railroad Commission that the Southern Pacific-Golden Gate Co. will be instructed to adjust both freight and automobile passenger rates on an equable basis. Just so long as the present rates remain in force, Marin County and northern counties are being subjected to discrimination and their industries must of necessity be affected. I submit the differential is grossly unfair, not only to merchants and producers in counties shipping through Marin but it is equally unfair to merchants and producers in San Francisco.

May I count on your co-operation and assistance in an endeavor to obtain an adjustment in rates? You will appreciate that in order to accomplish such a task successfully, it is essential to have the support of as many individuals and organizations in the affected territory as is possible.

I shall be only too glad to go into this matter more thoroughly with you and to discuss plans at your convenience. May I hear from you as soon as possible?

Very truly yours,

H. Easom

The following table is self-explanatory:-

	Auto Passengers			Freight rate
Berkeley	5¢			3½¢ per 100 pounds
Oakland	5¢			" " " "
Alameda	5¢			" " " "
Richmond	5¢			" " " "
Vallejo	10¢			5¢ " " "
Sausalito	15¢	return	25¢	7½¢ " " "
Tiburon	25¢	"	45¢	" " " "

Stinson Beach 4. 30. 32

To Progressive Club:

If the county buys that strip of land of Titzhenry, for a road on the beach and parking, find out how much he paid for it, how much tax he paid since, then give him ten percent on his investment. A man who is trying to do bussiness on a twohundret and over percent basis, should have his property taken away, without compensation. This strip of land is perhaps ~~$\frac{1}{3}$~~ or $\frac{1}{6}$ of the whole pork. I heard he paid about $4000.00 for the whole. Tax he paid on an acrage basis which is very little. If you figure it out this piece of land is not worth any more than between $2000.00 or $3000.00 dollars if you allow him ten percent on his investment. If he is not satified with that, we can go to the Bolinas beach if we have to. The county road runs right into it there.

Any man who wont do bussiness on a ten percent basis these times belongs in the insane asylum.

10% is to much. Robert Sleighmein

He should be well pleased if he got 5% these times.

The lower part of this strip is, what I heard he paid for it.

April 6, 1933.

Mr. Harry Easom,
112 Market St.,
San Francisco.

Dear Sir:

At the regular meeting of our organization last evening we endorsed your plan to bring the Southern Pacific Golden Gate Ferries rates before the Railroad Commission.

We sincerely hope that we are not too late to give you or cooperation and assistance in any way that it is possible for us to .

Trusting that this letter will be listed with many other offers of cooperation which we are certain you must have received , we remain,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Grunert

Hilda M.Grunert,
Secretary.

May 14, 1932.

Mr. A.M.Gilbert, Secretary,
Bolinas Club,
Bolinas.

Dear Mr. Gilbert:

At 8 P.M. on Tuesday evening May 24, 1932 at the Dip Sea Lodge, Stinson Beach, there will be given a most intersting "Illustrated Lecture on our National Parks, and the Historical Origin of the Names of Peaks, Lakes, and Rivers in our Sierras", by Francis P.Farquhar, Vice President of the Sierra Club and Editor in Chief of the Sierra Club Bulletin.

After the lecture there will be a talk by Frederick Thompson, who is a candidate for Supervisor of our district at the next election, on "What the Elected Candidate Owes to the Voters." There will be an open discussion after the talk.

Everyone is welcome. Should appreciate it if you will let the people of Bolinas know about this program and tell them to come and enjoy the pictures and ask questions of the Supervisorial Candidate.

Very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH,

Hilda M.Grunert,
Secretary.

OFFICERS
M. J. PEDROTTI, CHAIRMAN
J. ALBERT, VICE CHAIRMAN
G. D. APPERSON, SECRETARY-TREASURER

THE TAX DIGEST
OFFICIAL PUBLICATION

CALIFORNIA TAXPAYERS' ASSOCIATION

INCORPORATED

Marin County Division

21 FREITAS BUILDING

PHONE S. R. 1022

SAN RAFAEL, CALIFORNIA

PURPOSE

TO AID IN BRINGING ABOUT THROUGH NON-PARTISAN AND NONPOLITICAL MEANS, IN THE INTEREST OF ALL TAXPAYERS IN THE STATE OF CALIFORNIA, BY MUTUAL EFFORT, THE GREATEST POSSIBLE ECONOMIES CONSISTENT WITH EFFICIENCY IN THE COLLECTION AND EXPENDITURE OF PUBLIC MONIES IN THE STATE OF CALIFORNIA, AND IN ITS COUNTIES, CITIES AND OTHER POLITICAL SUBDIVISIONS.

MARIN COUNTY DIRECTORS
J. ALBERT
G. D. APPERSON
HARRY BALLOU
GEO. W. BURBANK
JAMES BURDELL
M. BURKE
V. J. B. CHEDA
H. N. CHRISTENSEN
A. A. DEVOTO
F. W. DICKSON
R. C. DOHERTY
J. J. GALLAGHER
THEODORE HARDEE
E. A. HAYDEN
JAMES JENKINS
F. V. KEEVER
HENRY MEYER
E. B. McNEAR
B. J. PATOCCHI
M. J. PEDROTTI
L. PETAR
W. M. RUTHERFORD
WILLIAM SCILACCI
GEO. A. SHIELDS
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CHAS. WRIGHT

STATE DIRECTORS
A. AHLF, COLUSA
G. A. BASTANCHURY, FULLERTON
FRED H. BIXBY, LONG BEACH
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GEO. D. CLARK, SAN FRANCISCO
GEO. I. COCHRAN, LOS ANGELES
A. C. HARDISON, SANTA PAULA
R. B. HENDERSON, SAN FRANCISCO
A. F. HOCKENBEAMER, SAN FRANCISCO
DR. MILBANK JOHNSON, PASADENA
FRED S. LACK, BRAWLEY
WM. BENNETT MUNRO, PASADENA
MALCOLM MC NAGHTEN, LOS ANGELES
JOHN MC PEAK, LOS ANGELES
E. J. NOLAN, LOS ANGELES
A. D. M. OSBORNE, BAKERSFIELD
D. W. PONTIUS, LOS ANGELES
M. L. REQUA, MONTECITO
S. W. ROYCE, PASADENA
PAUL SHOUP, SAN FRANCISCO
MILES STANDISH, SAN FRANCISCO
VICTOR H. TUTTLE, LOS ANGELES
LANE D. WEBBER, SAN DIEGO
JOY A. WINANS, LOS ANGELES

May 24th
1 9 3 2

Dear Friends:-

The Marin County Grand Jury is conscientiously endeavoring to devise ways and means of improving our county government and reducing the ever increasing tax burden which all of us are called upon to carry.

The California Taxpayers' Association, of which the Marin County organization is a part, has assisted many counties in the State in similar instances and it is felt that if the Grand Jury will recommend to our County Board of Supervisors that a survey be made of our system of schools, roads, county charities, and other departments of government, we are confident much good will result. The purpose of the enclosed resolution is to furnish our Grand Jury with the moral support of our county civic organizations, with the hope that they will in turn recommend to the Board of Supervisors that this survey be made in order that our taxes may be reduced to a minimum, consistent with good government.

Your earnest cooperation is respectfully solicited and we trust you will pass the enclosed resolution, or one similar thereto and forward same to Mr. Frank Sturken, Secretary of the County Grand Jury.

Thanks kindly for your assistance and cooperation.

Very truly yours,

M J Pedrotti

M. J. Pedrotti,
President

MJP*L
Enc

WHEREAS, the cost of government in practically all departments has increased considerably during the past ten years, and

WHEREAS, due to this rising cost of government, taxes are becoming a burden on property owners, and

WHEREAS, due to high taxes generally, ownership of real property has become a liability instead of an asset, and

WHEREAS, these conditions must be remedied at once by all elected officials who in any way levy taxes, and

WHEREAS, California Taxpayers Association with its unlimited facilities and many years experience is in position to render valuable assistance and advice,

NOW THEREFORE, Be It Resolved, that we urge the Marin County Grand Jury to recommend to the Board of Supervisors that they authorize the making of a survey of the tax problem in Marin County by California Taxpayers Association.

_____
Name of Organization

_____
President

I hereby certify that the above resolution was adopted by _____, at a meeting held at _____, California, on _____, 1932.

_____
Secretary

STINSON BEACH TOWNSITE
PROPRIETOR
WILLOW CAMP
FURNISHED COTTAGES

PHONE STINSON BEACH NO. 1

N. L. FITZHENRY

STINSON BEACH, MARIN CO., CAL.

May 28th, 1932.

Stinson Beach Progressive Club,
Stinson Beach, California.

Members:

As representative of the Stinson Estate I am addressing this letter to the members in attendance at the special meeting May 28th to discuss "Local Road Improvement", a meeting I shall be unable to attend.

Last October when there appeared to be an opportunity to secure rather favorable prices in the improvement of certain important streets we pledged financial aid toward that particular project and under the then theoretically existing favorable circumstances. That project failed of execution.

In the past it has been our general practice to participate in any worthwhile street improvement, but at this time we are not too proud to frankly admit that we are in no position to expend any money we can possibly avoid, so that regardless of the merits of any scheme that may be contemplated we, so far as this year is concerned, will not be in a position to support. This does not mean that under more favorable economic conditions we would not be very glad to give assistance to a properly laid out program.

I take the liberty to presume that our own economic status is not so far different from most other property owners of Stinson Beach, and on that theory it would be my recommendation that no attempt be made at this time to promote a street improvement program. The mere fact that some money has been collected does not, in my opinion, constitute an argument in favor of its immediate expenditure.

Another point I would like to clear in the minds of property owners is that I provide for them (as well as the general public) a free parking space adjacent to the entrance of Willow Camp, and for bona fide property owners and their friends or guests when in their company the free use of the picnic grounds. This does not include tenants, nor does it include the admission of cars of property owners.

In as much as the regulation of picnicking and the sanitation of the beach is of immediate benefit to property owners I would appreciate sympathetic co-operation.

Yours very truly,

N. L. Fitzhenry

September 14, 1932.

Mr. J.Petar and Mr.L.Petar,
Bolinas.

Dear Sirs:

We, as a community, wish to thank you both for loaning your block and tackle to our Road Committee members the other day.

The men salvaged a large redwood tree with the tackle, which they would otherwise have been unable to handle.

We appreciate your help and again thank you.

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

HARRY LUTGENS
President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

A *Non-Profit Inter-County* **DISTRICT CHAMBER of COMMERCE** *Officially Representing Nine Counties*

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SAN FRANCISCO . . . E. H. MAGGARD
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LAKE COUNTY . . . . J. A. YOUNGREEN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: WILLIAM DEYSHER LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

Sept. 9,1932

Attached herewith is a description of the proposed plan of the California State Automobile Association and Auto Club of Southern California, which proposes to add 6624 miles of county road to the Secondary State Highway System.

It would be greatly appreciated if your Board of Directors and Highways Committee would carefully analyze this proposed plan and let us have your reactions.

It is now planned that this proposed proposition will receive major attention and consideration at the meeting of the Supervisors Unit and Official Nine-Counties Highways Committee at the 12th Annual Convention of your Redwood Empire Association at the 9:00 A.M. meeting, Saturday, October 22nd in Eureka. Or if necessary, an interim meeting may be called for the purpose of considering the proposal.

In the meantime, we would greatly appreciate hearing from you as to what you think of the proposition.

Thanking you, and assuring you of our cooperation at all times,

Yours cordially

REDWOOD EMPIRE ASSOCIATION

Harry Lutgens
President

/r

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
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Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . HARRY LUTGENS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

EXPLANATION OF A HIGHWAY AND STREET IMPROVEMENT PLAN ADVOCATED JOINTLY BY THE CALIFORNIA STATE AUTOMOBILE ASSOCIATION AND THE AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA BEING

Remarks by C. C. Cottrell
Manager Highways Bureau
California State Automobile Association
to
Members
San Francisco Motor Car Dealers Association
Friday, September 2, 1932

Gentlemen:

I welcome this opportunity of explaining the details of the new state highway plan developed after months of work by the California State Automobile Association and the Automobile Club of Southern California. Announcement of it was made in the news columns last Thursday morning. The subject is one of such magnitude, however, that it was not possible to go beyond a general outline in that announcement.

In order to do this subject justice, it would seem to be necessary to delve just a little into what to many of you is ancient history.

During the late fall of 1926 and early in 1927, innumerable conferences on highway matters were held between representatives of the two auto clubs. Out of these conferences developed the idea of the Breed Allocation Act and the additional one cent gasoline tax for new construction. These acts, fathered by Senator Breed and actively supported by the two clubs, were readily passed by the legislature convening early in 1927.

How well these acts have worked, is evidenced everywhere, not only by the splendid State Highway System being developed here in California, but by an enthusiastic public approval. The soundness of our highway policy has been amply proven.

When these conferences were being held back in 1926 and early in 1927, we had some serious problems confronting us. We were not getting the main arteries of our state system of roads improved rapidly enough and we were practically out of state highway construction money.

You will recall that back in 1909 a bond issue was voted that a state system of roads might be constructed. A system was laid out comprising the main routes of travel in the state. The amount of that first bond issue was found to be entirely inadequate and so other bond issues were provided. But, in order to get support for them, considerable "trading", "log rolling" and "pork barrel" methods were resorted to. The result of this was

that new roads were constantly coming into the state system and there ceased to be that concentration of effort on the main arteries of travel which was the original intent.

Politics had entered the picture in both the addition of new roads and the allocation of money. That was an extremely dangerous situation.

The two clubs were willing to support an additional gasoline tax but they wanted first to be assured that the money was to be properly spent.

And so, the first thing which the legislature of 1927 did, at the insistence of the motorists of the state, was to lay down the principle that there must be a concentration of effort on the main arteries, - hence was born the idea of a "primary" system of roads. The original system was selected as the Primary System, with such slight modifications as fifteen years of experience demonstrated to be wise. To make sure of this concentration of effort, it was provided that 75% of all new construction money must be spent on this Primary System. Then, to be sure that all sections of the state would be fairly treated, it was provided that this 75% of construction money should be divided between the so-called North and South on a basis of the relative number of miles of primary roads.

All other state roads were designated by the Breed Act of 1927 as secondary in character. The South had fewer roads of this nature than the North, and was anxious to add more. It was finally decided to divide the balance of the construction money equally between the North and South. That was done so that each major section of the state might have an opportunity to decide what was best for its own welfare. It is difficult even yet to say which section fared best under this plan of an equal division of secondary road money. The North with its greater mileage had the greater spread, while the South had a better concentration of of work.

These basic principles and others were incorporated in the Breed Acts and we have no intention of disturbing them now.

Subsequent to the legislative session of 1927, and for one reason or another, there came a demand for the inclusion of some new roads in the State System. According to the terms of the Breed Act, these new roads could only come in as secondary highways. It mattered little whether they came in from the North or the South - it did not affect the division of secondary construction money.

And so there developed the idea that as these new roads came into the system, the mileage to be added in the South should be about three and one-half times greater than in the North, until

the secondary systems in the two major sections of the state should approach an equality. This principle of additions has been approved by the last two legislatures and there has been no opposition to it. I believe it was first officially promulgated by Governor Young in a special message to the legislature in 1929.

Everything seemed to be going along in fine shape until we reached a period of new and different economic conditions.

The motorists of California are just as much interested in the development of county highways and city streets as they are in the State Highway System.

The plan of financing county road construction and maintenance and city street improvements is considerably different, however, than it is with the state. There is somewhat the same variation between the two as there is in the manner of raising money for general state, county and municipal purposes.

The taxpayer is hard hit these days. The farmer is suffering from the load placed on his back, and the owner of real estate is looking for relief.

The two auto clubs have long since taken cognizance of these situations. For months the engineers of the two organizations have been working together with the aim of helping the taxpayers. We want to do our share in helping to reduce the tax burden in both the cities and counties. How well we have succeeded will be revealed in the plan I will now explain to you.

In a very brief way, the plan contemplates a wider "spread" of state highway funds than at present. This is accomplished by the addition of 6,624 miles of county roads and through routes in cities to the State Highway System and by the allocation of more state money to the building of through routes in and around municipalities.

It is proposed that this additional mileage shall immediately be a maintenance obligation of the state and that any necessary improvements shall be made by the State Department of Public Works with state funds.

In this manner our State Highway System will be increased from 7,367 miles to 13,991 miles. The larger mileage is to include many miles of city streets or, as we call them - through routes in cities.

Naturally, to accomplish these things and to give real aid to the cities and counties throughout California, and thus reduce the tax burden on real estate, it is going to be necessary that

certain changes be made in the Breed Allocation Act. These are primarily necessary to provide funds for the new additions and to help out the cities.

To accomplish these things, the auto clubs have developed certain principles which they propose to advocate at the next session of the State Legislature.

In the first place, we propose to see to it that the principles of the Breed Act are maintained. In brief, these refer to the idea of a Primary and a Secondary System of roads; an allocation of primary construction and improvement funds to the two major sections of the state on the basis of the relative mileage in the Primary System; the spending of maintenance money where the need exists; a relationship between the expenditures that can be made on the Primary and Secondary Systems and an equal division between the North and South of secondary construction money. These broad principles are to be kept intact.

The next thing which we propose is that there shall be no additions, adjustments or subtractions to the Primary System either North or South.

There are two reasons for this. In the first place, a large part of the state money is allocated on the basis of the relative mileage of primary roads. This principle has proven so satisfactory that there is no desire on the part of anyone to change it. The second is that we feel there should still be maintained that basic idea of a concentration of effort on the Primary System until it is completed in its entirety. The Primary System forms the "back-bone", so to speak, of our entire system - all else is corollary to it.

And then we propose the addition of 6,624 miles of county roads and city streets to the State Highway System. 3,724 miles of this new mileage will be in the South and 2,900 miles in the North. This will equalize the secondary road mileage in the two major sections of the state. Each would have 4,848 miles.

I want to make it perfectly clear that these additions will in no manner change the allocation of construction or reconstruction money as between the two major sections of the state. The secondary money will still be divided equally.

Then we propose that a definition be provided for mainten ance so that there may be no doubt of the line of demarcation between maintenance and reconstruction. This is important because the two funds are allotted differently - the one on the basis of needs and the other on the basis of the relative number of primary miles.

It is deemed advisable that a separate maintenance fund be established and that a construction and improvement fund be made set up as a single fund.

Under the plan which we are advocating, the present 75% of new construction money which is required to be spent on the Primary System will be reduced to 50%. This is done in order to obtain a part of the funds with which to improve the new roads coming into the System. Frankly, to a degree at least, that is going to retard some of the high standard construction work on our main arteries of travel. The clubs feel, however, that as between work of that nature just at this time and the improvement of main inter-county highways and through routes in cities, the preference should be given the latter. The work is more susceptible to hand labor and it will afford a positive tax reduction everywhere.

I do not mean to imply by what I have just said that there is any construction or reconstruction work now going on that is not absolutely justified. I know of no work which is not more than justified by the economies of motor vehicle operation and the saving of time. That is not the point at all. It is what we can best afford to do in these trying times.

While we have stipulated that the primary fund should be reduced to fifty per cent, we intend to apply a degree of flexibility to it. We are of the opinion that the Department of Public Works should be given a 10% discretion both ways within either of the two major sections of the state. This should be done in order that the improvement of the two classes of highways may not get out of balance with each other.

When the general overhead has been provided for, the maintenance fund set up and the allocation made to the primary system, the balance of the money in the construction and improvement fund would be divided equally as at present between the northern and southern districts for secondary roads.

The two clubs have long given consideration to the improvement of through routes in cities.

We believe our State System of roads should be made to include through routes in cities. We think our State Highway System will not be complete unless it shall constitute a connected system throughout the entire state including proper connections through urban centers. Too often we witness highly improved state highways to the very borders of our cities - there to be connected by improperly located and inadequately improved routes through municipalities.

We propose to correct this by vesting in our State Department of Public Works, ample authority to determine the location of such highways, either within or around municipalities. And we pledge the two organizations to an advocacy of an allocation of a substantially larger amount of money than at present to be used in the improvement of these connecting links.

We reaffirm our belief in the principle of state aid to joint county highway districts.

These are the essential details of the state highway plan which the directors of the two automobile clubs in behalf of their 200,000 members propose to advocate.

The necessary legislation will be introduced as amendments to the Breed Acts at the beginning of the 1933 session of our State Legislature. Senator Arthur H. Breed, author of our present State highway plan which has invoked the admiration of every state in the Union, has not only heartily endorsed the plan of the two auto clubs, but actively assisted in its development. Senator Breed will introduce the necessary amendments.

A resolution will be prepared calling upon the Department of Public Works to make recommendations to the second half of our legislative session as to what roads and through routes in cities should be included in the contemplated additions.

The Association which I represent will make no recommendations in this matter. We believe that is a proper function of our Public Works Department and of it alone. We have but one suggestion - namely, that all sections of the state be fairly treated so that all may share in the benefits of this plan. We will be opposed to anything savoring of political pressure as against traffic necessities. The day of anything short of a thorough investigation and an unbiased recommendation has long since passed here in California.

So much for an explanation of these new principles. What will be the effect when once they are enacted into law?

In 1931, the 40-cent county road tax raised $5,914,283.00 and a special road tax produced an additional $1,051,125.00. These tax levies were made upon county property for the purpose of helping to improve county roads. The plan which I have just mentioned will relieve the counties of their obligations toward 6,624 miles of the main inter-county highways and make it possible for the state to spend upon those roads for maintenance, reconstruction or construction, a sum considerably in excess of the amount produced by these tax levies. These levies can, therefore, be abolished.

The refund to the counties of the one-cent gas tax, and a portion of the registration and other fees will not be disturbed. In round numbers, these amount to about $16,000,000 per year. That will be ample to keep in good repair the remainder of the county roads and in many instances permit Boards of Supervisors to assist the cities by an allocation of a portion of this fund to them.

A direct aid is not only provided to the cities in the way of the state obligating itself to the improvement of through routes, but a constructive principle of a connected state system of roads both inside and outside urban centers is established.

This relief to cities and counties and the lifting of the tax burden on real estate, cannot be effected by merely reaching into the skies and pulling out a plan. I would not have you believe that. Some place there has to be a compensation. In this, as in every other comparable situation, the money has to be obtained somewhere.

But fortunately we are in a most enviable position just now to make these adjustments.

It is a well-known fact that as state roads are built the maintenance cost per miles decreases. That should enable the state with a constant source of revenue through the gas tax to take over more miles of county roads for maintenance. The 6,624 miles of additional roads may sound like a large percentage of increase, but the engineers of the two clubs are convinced the state can care for them without in any degree jeopardizing our millions of dollars invested in state highways.

The same amount of money will be spent for reconstruction and construction purposes as at present. The only difference being in the "spread" of the money. Work on the Primary System will be slightly slowed down but we can afford that.

Then there is another way to view this situation. Due to reductions in contract prices amounting to about 20% and emergency highway appropriations by the recent Congress, the state now has the equivalent of about $1.40 of state highway money today as compared with $1.00 in 1929. The cities and counties have less. They have not enjoyed a reduction in contract prices to the same extent as has the state, for that has come about mostly in the cost of materials. On the other hand, the work of the cities and counties of the last three years has been mostly labor, the cost of which has not been materially reduced.

So the whole structure of state highway, county road and city street financing has gotten completely out of balance. We are endeavoring through these adjustments to bring it back into balance.

I would not have you believe the state has more highway money than it can legitimately use even though this plan did not go into effect. Such is not the case at all. Every dollar that is received is needed in the development of our State Highway System. We can't afford to lose a cent of it. But we can afford to lessen a little our concentration of effort on a limited mileage.

In closing, let me say just this. I recognize that possibly the most important legislation of now and of all times is that of taxation. I also recognize that the motorist of California is today carrying a greater load of taxes than any other class of property owner. Notwithstanding this, the automobile clubs that represent this very class are not asking for a decrease in taxation at this time. They are, however, emphatically demanding that all the taxes imposed upon the motorist be expended for the purposes for which they were originally levied.

We feel this position to be sound and absolutely justified. The public's support to that position and the inauguration of the plan which I have just explained will give much of the relief sought by the farmer, the municipalities and the real estate owner.

The California State Automobile Association and the Automobile Club of Southern California ask your endorsement of this plan.

- - - - - - - - - - - - - - - -

September 7, 1932.

Mr. Caspar Gardner,
Mill Valley .

Dear Mr. Gardner:

I have been asked to write to you and to Mr. Steele of the California State Automobile Association to try to find out if you know when and why the Stinson Beach town sign on the highway at the north end of our town was moved from above the Upton Subdivision to its present location in front of the Eskoot placel

The people living in the Upton Subdivision object to the present location of the sign and we would like to know how it became moved from its originallocation .

Thanking you in advance for any information you may be able to give me on the subject, I remain,

Yours very truly,

Hilda M.Grunert,
Secretary.

September 7, 1932.

Mr. J.D.Steele, District Manager,
California State Auto.Asso.
San Rafael.

My dear Mr. Steele:

I have been requested to write to you and to our Supervisor, Mr.Gardner, to try to find out if you know when and why the Stinson Beach town sign on the highway at the north end of town was moved from above the Upton Subdivision to its present location in front of the Eskoot place.

The people living in the Upton Subdivision object to the present location and we would be interested to know how it became moved from the spot in which it was placed a couple of years ago when we asked you to move it further up the road so as to include the Upton section of town.

I want to thank you in advance for any information you may be able to give me on the subject.

Yours very truly,

Hilda M. Grunert,
Secretary.

WILLIAM BARR, Jr.
1ST DISTRICT, SAN RAFAEL P. O.

WM. L. DEYSHER, CHAIRMAN
2ND DISTRICT, SAN ANSELMO P. O.

C. J. GARDNER
3RD DISTRICT, MILL VALLEY P. O.

A. MARTINELLI
4TH DISTRICT, INVERNESS P. O.

E. R. SAMUELS
5TH DISTRICT, NOVATO P. O.

ROB E. GRAHAM, CLERK

OFFICE OF

BOARD OF SUPERVISORS

OF

MARIN COUNTY

CALIFORNIA

MEETS SECOND MONDAY OF EACH MONTH

SAN RAFAEL, CALIFORNIA

COURT HOUSE COMMITTEE
SUPERVISORS
BARR, CHAIRMAN
GARDNER, SAMUELS

FINANCE COMMITTEE
SUPERVISORS
MARTINELLI, CHAIRMAN
GARDNER, SAMUELS

HOSPITAL AND POOR FARM COMMITTEE
SUPERVISORS
SAMUELS, CHAIRMAN
GARDNER, BARR

Sept. 11th 1932.

Mrs. Hilda M. Gunnert
Stinson Beach, Cal.

Dear Mrs. Gunnert:

In answer to your inquiry regarding the moving of the sign above Camp Lepton to its present location - this is the first I knew it had been moved and I do not know when or by whom it was ordered changed from its original location.

Yours Very Truly,

C. J. Gardner.

1 Road to Beach

2 Garbage

3 Fire Protection

4 Local Streets

5 Water

6 County Road Improvements

7 Street Lights

8 Transportation --Stage

9 Beach Convenience Stations

10 Combined Deputy & Beach Life Guard

11 Stage Depot & Convenience Station

12 Local Clean-up Day

13 Communicate with Auto Association or set up Autp Club sign Stinson Beach on the outskirts of town toward Bolinas; same now lying in grass after being knocked down.

14 Remove all old automobile wrecks now in sight near the causeway along side of the highway between there and town.

15 If possible obtain permission to install valve for use in case of fire emergency---just above Nunez barn on Kent system
   a. Fire might completely disable other water system.

Submitted by Mc

September 23,1932 OFFICIAL BALLOT-Annual Election(By Mail) MAIL THIS BACK TODAY!
REDWOOD EMPIRE ASSOCIATION MARK BALLOT WITH INK

YES ☐ NO ☐ DO YOU APPROVE PROPOSED AMENDMENTS TO BY-LAWS (Attached)?

☐ I HEREBY VOTE IN FAVOR OF FOLLOWING NOMINEES FOR "TWO DIRECTORS FROM EACH COUNTY"

SAN FRANCISCO

Supr.J.Emmet Hayden,Pres.Board of Suprs.
Supr.Andrew J.Gallagher Highways Comm.

MARIN

H. G Ridgway, Pres.Marvelous Marin.Div.Mgr.PG&E.
R H Trumbull, Rancher,Novato

SONOMA

J A McMinn, Former ChmnSupervisors,Healdsburg
Frank P Doyle, Pres.Exchange Bank,Santa Rosa

NAPA

Supr Thomas Maxwell,Chairman Bd.Supervisors
Andrew McNair,Pres.McNair Lbr.Co.St.Helena

LAKE

Simeon Chapman, Merchant,Pres.Civic Club (Middletown)
Chas Sailor,Rancher,Upper Lake

MENDOCINO

Wm Bromley,Savings Bank,Ukiah
Newton P Howe,Former ChmnBd.Suprs.

HUMBOLDT

Irwin T Quinn,Attorney,Eureka
Arthur E Dalton,Merchant,Eureka

DEL NORTE

G E Frevert, Fairy Leader,Smith Rr.
J J McNamara,Merchant,Crescent City

JOSEPHINE (Oregon)

C H Demaray, Merchant, Pres.C ofC. G.P.
P.B.Herman,Realtor,County Comnr. G.P.

☐ I HEREBY VOTE IN FAVOR OF FOLLOWING NOMINEES FOR "DIRECTORS AT LARGE"
Listed by counties Alphabetically,(Under ArticleV Section2 Paragraph A-(b) ofBy-laws
(Voters have privilege of writing in additional names if desired)

SAN FRANCISCO

Victor J Canepa, Member Bd.Supervisors
A J Cleary,Chief Administrative Officer
Arhtur E Connick,Vice-Pres.Bank of America
Elliot H Epsteen,Attorney for Assn.
E H Maggard, Pres.Northestern Pac.R.R.
Frederick H Meyer,Architect,Civic Leader
Carl W Miles, Chmn. Finance Comm Bd.Suprs.
Jefferson E.Peyser,Member Bd.Suprs.
James E Power, Jr.Member Bd.Supervisors
Angelo J Rossi,Mayor of San Francisco
Fred Suhr, Former Supervisor
T B Wilson, Pres.Pacific Greyhound Lines

MARIN

Robert Austin,Dist.Mgr.PT&T,San Rafael
Wm Deysher, Chmn Bd.Supervisors,San Anselmo
R C Doherty,Larkspur, Lbr Co.Larkspur
Clem Forni,Mgr.Bank of America Pt.Reyes
Harry Lutgens, Publisher Independent, San (Rafael)

SONOMA

C W Comstock Pres.Realtors Unit
Ed Enzenauer,Chmn. Bd.Suprs.Healdsburg
E L Finley,Publisher Santa Rosa Press-Dem.
M Goldman, Pres.Leader Dept.Store,Petaluma
A R Grinsted, Attorney, Sonoma
J P Kelly, Mgr. Berry Assn,Sebastopol
J H Miller, Mgr. Bank of America, Healdsburg
H C McCaughey, Merchant, Bodega
Frank McNamara, Merchant, Santa Rosa
L J Peterson, Pres.Assoc. C of C, Sonoma Co.
Fred Rosenberg,Pres.Rosenberg Dept.Store

NAPA

J E Beard, Winship-Beard Dept.Store,Napa
Julius Goodman,Pres.Goodman Dept.Store (St.Helena)
Andrew Rocca, Mayor, Calistoga
H H Sawyer, Vice-Pres.Napa Tannery,Napa

LAKE

John Anton,Merchant,Lakeport
Chas. Austin, Mgr.Austins.
Roy Bucknell, Postmaster,Upper Lake

"WRITE IN" Candidates:

LAKE

Wendell Henderson,Rancher,Kelseyville
Max Hoberg, Mgr.Hobergs
L G Hyams, Mgr.Clear Lake Lodge
Louis Jago, Merchant,Lower Lake
Herbert V Keeling,Attorney,Lakeport
P Q Robison,Merchant,Kelseyville
John Stubbs,Mgr.Clear Lake Oaks

J A Youngreen,Pres.Bank of Upper Lake

MENDOCINO

Geo Anderson,Mgr.Title Ins.Co.Ukiah
E M Ford, Chmn Board of Suprs.Ukiah
D G McMillan,Dir.Men.Co.Chamber of C.
C W Sauer,Pres. of Ft.Bragg C of C.
Judge W F Whitney, Secty Mend.Co.C of C.
Dr C V Whited,Pres.Mend.City C of C.
C R Weller,Realtor,Fort Bragg

HUMBOLDT

Geo Brice,Dir.Humboldt Co.Bd.of Trade
Henry Brizard,Brizard's Store,Arcata
Leo Lebenbaum,Pres.Hotel-Resort Conf.
B.P.McConnaha, McConnaha Stage Lines
Paul Nudgett, Mer.Pres.Hum Co.Bd.Trade
A S Murphy,Pacific Lumber Co.Scotia
Lou E Perske,Past-Pres.A.C.Gar&SS Unit
J Elmer Wilson, Garberville

DEL NORTE

John L Childs,Attorney,Crescent City
Fred Endert,Merchant,Crescent City
M M Gauze,Merchant,Crescent City
E R Griffin, Former Mayor,Cres.City
Glen Ireland,Realtor,Crescent City
E C Lockwood,Chmn Bd.Suprs.Requa
Robert Maris,Rancher,Fort Dick
Roy Saltmarsh,Realtor,Crescent City
Henry Westbrook,Jr.Rancher,Smith Rr.

JOSEPHINE

Sam H Baker,Pres.Ore.Bankers Assn.G.P.
O S Blanchard,Attorney,Grants Pass
C A Winetrout,Auto Dealer,Grants Pass

YOUR INITIALS _____ ADDRESS _____ DATE _____

REDWOOD EMPIRE ASSOCIATION - -1932 NOMINATING AND BY-LAWS COMMITTEE
85 Post St., - - San Francisco, California
September 23, 1932

PLEASE MAIL YOUR BALLOT TODAY:

(A) Your 1932 Nominating and By-laws Committee has selected names of candidates for Directors to serve for the new fiscal year 1932-33, in conformance with By-laws of the Association. Please vote your preference on the attached ballot, per following instructions:

INSTRUCTIONS FOR BALLOTING: (Use Ink)

Register your vote for or against proposed amendemtn to by-laws.

To vote for group of "Two Directors From Each County", please place check-mark in ink in square at the top of the county list.

To vote for "Directors-at-Large", please place check-mark in ink in square at the top of this list. Voters may "Write in" any additional names under this classification, if desired. Majority vote in favor of such added names will elect.

Affix your initials at the bottom of ballot and mail back AT ONCE -- To the Redwood Empire Association, 85 Post St., San Francisco, California, prior to October 5th, 1932. Ballots received by the San Francisco office after 12:00 Noon, October 5th, 1932, will not be counted.

Those elected will be presented at the Annual Convention of your Association October 21-22, 1932, in Eureka.

(B) Your 1932 Nominating and By-laws Committee, after careful analysis, recommends necessary amendments to some portions of the by-laws, as follows: (Please indicate your vote, for or against these proposed amendments, on the attached ballot)

> Amend Article V by adding thereto a new section to be known as "Section 3", and to read as follows; " All rights, privileges and prerogatives of any officer, ex-officio or active, named in Sections V, Vl, and Vll of this Constitution and By-laws shall automatically terminate and cease, should any such remove his residence and/ or principal place of business to any point outside of any Redwood Empire County".

NOTE - In addition to the Directors, an Advisory Corps of 14 from each county is set up, five of whom comprise the Supervisors in each county, the other nine being appointed by the Retiring Board of Directors, thus insuring full representation of each community, either on the Board of Directors or on the Advisory Corps.

IMPORTANT - - You should plan now to attend the 12th Annual Convention of your Redwood Empire Association - - at Eureka, October 21st and 22nd, to offer your suggesti ns and participate in the discussions with reference to securing further highway and transportation improvements, also the building of additional tourist and vacationist traffic.

Respectfully yours,
1932 NOMINATING & BY-LAWS COMMITTEE

By: Judge William F. Whitney,
Chairman

MARK and RETURN the BALLOT (on RED Paper) TODAY!

(Use enclosed POST PAID Envelope. We will pay the postage.)

CALIFORNIA STATE AUTOMOBILE ASSOCIATION

INCORPORATED

OFFICERS

E. B. De GOLIA — PRESIDENT
JOHN R. GRAHAM — 1ST VICE PRESIDENT
FRANCIS CARR — 2ND VICE PRESIDENT
JOSEPH R. KNOWLAND — 3RD VICE PRESIDENT
IRVING H. KAHN — TREASURER
D. E. WATKINS — SECRETARY & GENL. MANAGER
GEO. CHALMERS — ASST. SECRETARY & GENL. MGR.
F. V. DEWEY, JR. — FIELD SECRETARY
C. C. COTTRELL — MGR. HIGHWAYS BUREAU
GEORGE E. SANDFORD — GENERAL ATTORNEY
WM. M. TUDOR — PURCHASING AGENT
GEORGE S. GRANT — MGR. TOURING BUREAU
JAMES W. JOHNSON — CHIEF ENGINEER
LOUIS P. SIGNER — MGR. EMERGENCY ROAD SERVICE
E. A. MARCOTTE — MGR. REVIEW DEPT.

OFFICERS
INTER-INSURANCE BUREAU
GOVERNING COMMITTEE
P. J. WALKER, CHAIRMAN
E. B. De GOLIA — PERCY E. TOWNE
H. J. BRUNNIER — FRANK A. CRESSEY, JR.
D. E. WATKINS
GENERAL MANAGER
GEORGE CHALMERS
MANAGER AND ATTORNEY-IN-FACT
W. F. STEWART — ASST. MANAGER
L. STADTFELD — SUPERVISOR OF CLAIMS

GENERAL OFFICES
150 VAN NESS AVENUE
TELEPHONE HEMLOCK 3400
SAN FRANCISCO, CALIFORNIA

DIRECTORS

E. B. De GOLIA — SAN FRANCISCO
H. J. BRUNNIER — SAN FRANCISCO
P. J. WALKER — OAKLAND
BURTON A. TOWNE — LODI
FRANCIS CARR — REDDING
PERCY E. TOWNE — SAN FRANCISCO
ARTHUR H. BREED — OAKLAND
FRED R. HOWE — SANTA CRUZ
JOHN R. GRAHAM — MERCED
IRVING H. KAHN — SAN FRANCISCO
JOSEPH R. KNOWLAND — OAKLAND
FRANK P. DOYLE — SANTA ROSA
E. N. RICHMOND — SAN JOSE
W. A. SUTHERLAND — FRESNO
FRED W. KIESEL — SACRAMENTO
FRANK A. CRESSEY, JR. — SAN FRANCISCO
THOMAS W. HINE — EUREKA
ARTHUR HEBBRON — SALINAS
DR. GUIDO E. CAGLIERI — SAN FRANCISCO
E. R. HAWKE — MODESTO

September 20, 1932

To all Organizations in
Northern and Central California.

The California State Automobile Association and the Automobile Club of Southern California on September 1st last issued a joint statement proposing the addition of 6,624 miles of county roads to the State Highway System, the taking over by the state of additional through routes in cities and the allocation of more state money for their maintenance and improvement.

This plan is being advocated as a means of reducing the tax burden on city and county property.

Several copies of a pamphlet outlining the plan and containing a discussion of it are included herewith.

We are desirous of having this proposal studied by the members of your organization to the end that it may receive their endorsement.

Inasmuch as the consummation of this plan involves legislative enactments, may we suggest that copies of any resolutions which you may pass be sent to your Senator and Assemblymen, Governor Rolph and to his organization.

Cordially yours,

E. B. De Golia

E. B. DE GOLIA,
President.

EBD:M

BRANCH OFFICES LOCATED AT YOUR SERVICE

AUBURN, CHICO, EUREKA, FRESNO, HANFORD, HOLLISTER, MADERA, MARTINEZ, MARYSVILLE, MERCED, MODESTO, MONTEREY, NAPA, OAKLAND, PALO ALTO, PLACERVILLE, RED BLUFF, REDDING, SACRAMENTO, SALINAS, SAN JOSE, SAN MATEO, SAN RAFAEL, SANTA CRUZ, SANTA ROSA, STOCKTON, SUSANVILLE, UKIAH, VALLEJO, WILLOWS, WOODLAND, YREKA

YOSEMITE VALLEY

NATION WIDE SERVICE THROUGH AFFILIATION WITH AMERICAN AUTOMOBILE ASSOCIATION

THE CALIFORNIA STATE AUTOMOBILE ASSOCIATION

&

THE AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

present

A NEW STATE HIGHWAY PLAN FOR REDUCTION OF TAXATION ON REAL ESTATE IN CALIFORNIA COUNTIES AND MUNICIPALITIES

OUTLINE OF PLAN

6,624 miles of important county roads and through routes in cities to be transferred to the State Highway System as secondary state highways.

3,724 miles of secondary highways thus transferred to be in the southern group of counties and 2,900 miles to be in the northern group, giving both sections an equality in secondary highway mileage, or 4,848 miles in each. Equal division of secondary state highway money to remain unchanged.

The State Highway System would be increased from 7,367 miles to 13,991 miles.

Present seventy-five per cent construction money now allocated to primary system to be reduced to fifty per cent.

Secondary road money to be increased from twenty-five per cent to fifty per cent, and divided equally between two major sections of the state as at present.

Primary road money to be allocated as at present to two major sections on basis of relative number of miles of primary roads. This mileage to remain unchanged.

Maintenance money to be spent on the enlarged State Highway System, both primary and secondary roads, including additional mileage, on basis of where need exists, in accordance with present practice.

Refund to the counties of the one-cent gasoline tax and portion of registration and other fees, amounting to approximately $16,000,000 annually, to be continued undisturbed, thereby providing funds to care for the remaining county roads and permitting additional aid to city streets.

Roads to be selected for addition to the State Highway System as secondary state highways on the basis of an engineering and traffic survey by the proper state agencies.

OBJECTIVE

Reduction of property taxes in cities and counties by providing a greater spread of State Highway funds.

To keep intact the present State Highway financing policy and to maintain the basic principles of the Breed Allocation Act.

DISCUSSION

The broad principles under which the State Highway System has been so successfully developed would be kept intact.

In announcing this plan the California State Automobile Association and the Automobile Club of Southern California desire to state that, were it not for existing economic conditions, they would continue to urge a concentration of effort on primary roads, but that the situation confronting farmers and other taxpayers is such that a way must be found to reduce the tax burden on real estate.

While cutting the cloth to meet existing conditions, the plan would not deviate in any material way from the established pattern of State Highway policies which have passed the test of actual results and public approval. The greater spread of State Highway funds would involve only a slight slowing up of construction and reconstruction work and a somewhat less intensive maintenance program.

The plan involves certain changes in the Breed Allocation Act, but in making those changes it is proposed that the basic principles of the Act shall be maintained.

In brief, these principles of the Breed Act refer to the idea of a primary and secondary system of roads; the allocation of primary construction funds to the two major sections of the state on the basis of relative mileage in the Primary System; the spending of maintenance money where the need exists; a definite relationship between the expenditures that can be made on the Primary and Secondary Systems; and an equal division of secondary construction money between the North and the South.

It is also proposed that there shall be no additions, subtractions, or adjustments affecting the Primary System, either North or South. There are two reasons for this. The first is that a large portion of State Highway money is allocated on the basis of the relative mileage of primary roads, a principle which has given general satisfaction. The second is that the basic idea of a concentration of effort on primary roads should be preserved, in order not to defer more than necessary the completion of the entire Primary System.

It is further proposed to define maintenance in such a way that there will be no doubt as to the line of demarcation between maintenance and reconstruction. Such a strict definition is considered desirable because the two funds are allotted differently—maintenance on the basis of needs and reconstruction on the basis of the relative number of miles of roads. It is also considered advisable that a separate maintenance fund be established and that a construction and improvement fund be set up as a single fund.

When the general administration costs have been provided for, the maintenance fund set up, an allocation made to the primary system, the remainder of the money in the construction and improvement fund would be divided equally between the northern and southern sections for secondary roads.

While the plan proposes that the primary fund shall be reduced to fifty per cent it is regarded as desirable that there should be a certain amount of flexibility. This would be obtained by allowing a discretion of ten per cent as between primary and secondary road expenditures within either of the two major sections of the state, in order that development of the two classes of highways might not get out of balance.

In 1931 the forty-cent county road tax raised $5,914,283 and a special road tax produced an additional $1,051,125 in the various counties. These tax levies were made upon owners of local real and other property for the purpose of maintaining and improving county roads. The proposed plan would relieve the counties of their obligations toward 6,624 miles of main inter-county highways and most, if not all, of the counties should be able to abolish these taxes.

With respect to through routes in cities, the plan subscribes to the principle that such streets should be made a part of the State Highway system. This aspect of the plan has its background in the fact that there are many instances where highly improved highways lead to the outskirts of cities, there to be met by improperly located and inadequately improved routes through the cities. It is proposed to correct this condition by vesting the proper state agencies with authority to determine the location of such routes, either within or around municipalities, and by allocating a substantially larger amount than at present to the improvement of these connecting links. One of the largest tax burdens of cities has been due to the heavy costs of constructing, improving, and maintaining within cities the connecting links in the State Highway System and the through arteries connecting important county roads.

The plan also re-affirms the belief of the California State Automobile Association and the Automobile Club of Southern California in the principle of state aid to joint county highway districts.

The California State Automobile Association will not advocate the inclusion of any particular roads in the mileage to be added to the State Highway System. This club proposes that the roads to be added shall be selected by the proper state agencies on the basis of a logical and practical relation to the efficient working out of the plan. In advance of a survey to determine that relation it is impossible to state with any dependable degree of accuracy how any one county will be affected. It will be the policy of this Association to urge that the distribution of added mileage shall be made over the entire state in such a way that all sections will derive some of the benefits.

Senator Arthur H. Breed, president pro tem of the State Senate, a director of the California State Automobile Association, and father of existing legislative highway enactments, will introduce the necessary measures at the coming session of the State Legislature to make the plan effective.

The California State Automobile Association and the Automobile Club of Southern California earnestly urge every organization and individual interested in genuine tax relief to give their support to this proposal.

Respectfully submitted,

CALIFORNIA STATE AUTOMOBILE ASSOCIATION

E. B. DeGolia

E. B. DEGOLIA, *President.*

Visualization of Plan on Back Page

PROPOSED HIGHWAY PLAN VISUALIZED

PRIMARY HIGHWAY MILEAGE

NOW

2,358 MILES NORTH

1,937 MILES SOUTH

PROPOSED

NO CHANGES

SECONDARY HIGHWAY MILEAGE

NOW

1,948 MILES NORTH

1,124 MILES SOUTH

PROPOSED

NORTH 4,848 MILES (2,900 MILES ADDED)

SOUTH 4,848 MILES (3,724 MILES ADDED)

TOTAL STATE HIGHWAY SYSTEM

NOW

7,367 MILES

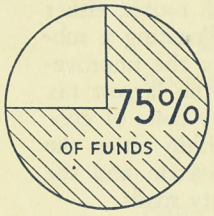
PROPOSED

13,991 MILES (6,624 MILES ADDED)

EXPENDITURES

NEW CONSTRUCTION ~ PRIMARY SYSTEM

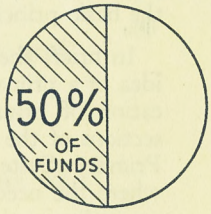
NOW



FOR 4,295 MILES

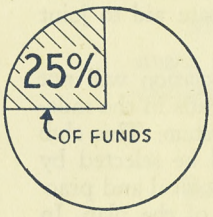
PROPOSED

FOR 4,295 MILES



NEW CONSTRUCTION ~ SECONDARY SYSTEM

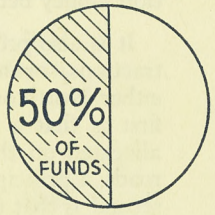
NOW



FOR 3,072 MILES

PROPOSED

FOR 9,696 MILES



MAINTENANCE MONEY

NOW COVERS

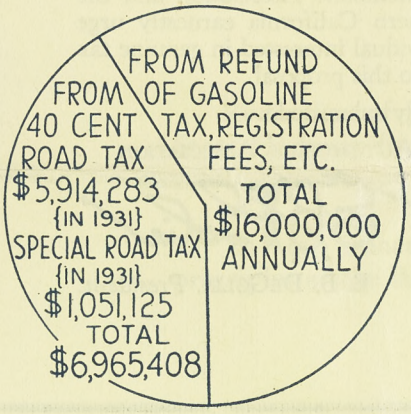
PRIMARY	4,295 MILES
SECONDARY	3,072 MILES

PROPOSED ~ INCREASED TO COVER

PRIMARY	4,295 MILES
PRESENT SECONDARY	3,072 MILES
ADDITIONS TO SECONDARY	6,624 MILES

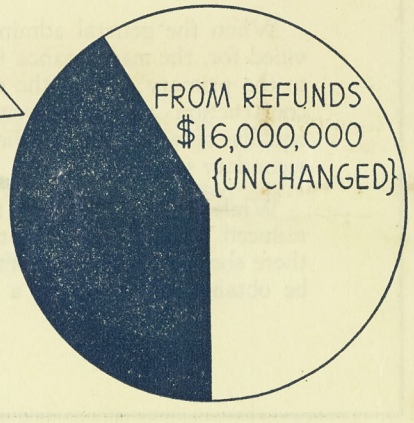
COUNTY AND MUNICIPAL ROAD EXPENDITURES FROM STATE REFUNDS AND SPECIAL COUNTY TAXES

NOW


FROM 40 CENT ROAD TAX $5,914,283 (IN 1931)
SPECIAL ROAD TAX (IN 1931) $1,051,125
TOTAL $6,965,408
FROM REFUND OF GASOLINE TAX, REGISTRATION FEES, ETC. TOTAL $16,000,000 ANNUALLY

TRANSFER OF 6,624 MILES TO THE STATE SHOULD MAKE POSSIBLE ELIMINATION OF LOCAL ROAD TAXES

PROPOSED



CALIFORNIA STATE AUTOMOBILE ASSOCIATION AAA

SAVE the BEACHES

VOTE NO

Proposition 11

SAVE the BEACHES

Save the Beaches - - - Vote NO on Proposition 11

CALIFORNIA has enough oil without drilling any more Beaches.

Last May the voters of California turned down by an overwhelming vote the proposition to destroy the beaches by permitting oil drilling; they said by their ballots that they desired **to save the beaches for the people** and not turn them over to a few oil companies which would forever ruin the peoples' playgrounds.

FOR DRILLING 527,554—AGAINST 782,991

At the general election November 8 the same selfish interests are sponsoring Proposition No. 11 which would give to Huntington Beach certain tidelands to be used for oil drilling.

CITY COUNCIL LEASES

The **City Council** of that city has given to the Pacific Exploration Company (?) a lease whereby this company would pay to the city a small cash bonus and a ridiculously small royalty on oil produced from unsightly rigs on the ocean front and on twelve (12) 2000-piers extending out into the ocean.

Such a program would not only defile Huntington Beach's own waterfront but as surely as the tide ebbs and flows, it would also contaminate all the beaches for miles on both sides.

NO BIDDING

The fact that this lease was given by the city council without competitive bidding, in itself, is enough to condemn it in the minds of decent people. Many attorneys say it is illegal and for that reason its promoters HAD THE EFFRONTERY TO WRITE INTO PROPOSITION 11 THE PROVISION THAT A "YES" VOTE WOULD **VALIDATE** AND MAKE LEGAL THE LEASE, making it all but impossible for the people to go into the courts to protect themselves from exploitation.

HUNTINGTON BEACH VOTED AGAINST DRILLING

This same City Council has granted this lease despite the fact that Huntington Beach at the last election in May defeated the proposition to drill the beaches **BY THE VOTE OF 885 to 698.**

LET US VOTE AGAINST BEACH DRILLING
EVEN AS HUNTINGTON BEACH
VOTED LAST MAY!

LEASES HIGHWAY FOR OIL DRILLING

Not content with planning to despoil the beaches, the city council of Huntington Beach has also given a lease to predatory oil interests to drill **30 feet of the coast highway** for a distance of more than a mile through the city, destroying the wonderful beauty of this magnificent state-built boulevard.

WE ARE THANKFUL THAT THIS OUTRAGEOUS HIGHWAY PROPOSAL HAS ALREADY BEEN BROUGHT TO THE ATTENTION OF THE COURTS BY PUBLIC SPIRITED CITIZENS AND HALTED AT LEAST TEMPORARILY.

Proposition No. 11 is the entering wedge of the great oil interests to usurp from the people their beach rights. Defeat it at the polls or be assured that NO FUTURE ELECTION will ever be held in the state without some similar proposition on the ballot.

Where will this spoilation of our priceless heritage of beaches and scenic highways stop, unless we continue TO FIGHT TO KEEP THEM CLEAN AND ATTRACTIVE.

SAVE THE BEACHES LEAGUE

Our league is not interested in any oil monopoly but we are interested in preserving our beaches for the use of the people.

WE ARE INTERESTED in building up California and we KNOW that our beaches constitute one of our greatest natural assets.

We demand that Proposition No. 11 be defeated. We want the great oil industry to have fair and square treatment but we are not willing to sacrifice God's great ocean front.

This little circular is issued by THE SAVE THE BEACHES LEAGUE, a body of earnest men and women who want to preserve the beauty of our coast and save it from defilement for all time.

The league was organized for this purpose more than a year ago and has representatives in every coast community. Its directors are leading citizens of their respective communities serving without thought of profit except the satisfaction of seeing the beaches kept free from exploitation and contamination, and their names and addresses are hereby published.

Send for literature and help us defeat Proposition No. 11. Work against it, Talk against it, Vote against it.

SAVE THE BEACHES LEAGUE

HEADQUARTERS
SAN CLEMENTE, CALIFORNIA

OLE HANSON, President
W. D. MILLER, Vice President
SUMNER CROSBY, 2nd Vice Pres.
C. J. S. WILLIAMSON, Treasurer
JOHN F. HALL, Secretary
-:- DIRECTORS -:-

BALBOA, J. P. Greeley
CARLSBAD, Fred Mitchell
CARPINTERIA, George Bliss
CORONA DEL MAR, Stuart H. Lucas
DANA POINT, S. H. Woodruff
DEL MAR, E. C. Batchelder
DOHENY PARK, Aaron Buchheim
HUNTINGTON BEACH, W. H. Warner
LAGUNA BEACH, Sumner Crosby
LA JOLLA, W. L. Van Schaich
LONG BEACH, R. O. Baldwin
LOS ANGELES, C. J. S. Williamson
MALIBU, Walter H. Leimert
MANHATTAN BEACH, George Peck, E. C. Patmore
NEWPORT BEACH, G. C. Macleod
OCEANSIDE, Harold N. Beck
PALOS VERDES, Jay Lawyer
REDONDO, Dr. J. M. Clark, H. C. Froude
SAN CLEMENTE, Ole Hanson, Thomas F. Murphine
SAN DIEGO, George Marston
SANTA BARBARA, Harrison Ryon
SANTA MONICA, Harry W. Strangman
SEAL BEACH, W. D. Miller
SUNSET BEACH, George Bush
VENICE, A. A. Newton
VENTURA, D. C. McMillan
WILMINGTON, R. V. Ross

Save the Beaches - - - Vote NO on Proposition 11

SAVE the Beaches

VOTE

NO

Proposition

11

SAVE the Beaches

SAVE THE BEACHES LEAGUE

Headquarters

SAN CLEMENTE, CALIFORNIA

October 6, 1932.

OLE HANSON - - - - - - - - - - - - President
W. D. MILLER - - - - - - - - - - First Vice President
SUMNER CROSBY - - - - - - Second Vice President
C. J. S. WILLIAMSON - - - - - - - - - Treasurer
JOHN F. HALL - - - - - - - - - - - Secretary

DIRECTORS

Balboa
J. P. Greeley
Carlsbad
Fred Mitchell
Carpinteria
George Bliss
Corona del Mar
Stuart H. Lucas
Dana Point
S. H. Woodruff
Del Mar
E. C. Batchelder
Doheny Park
Aaron Buchheim
Huntington Beach
W. H. Warner
Laguna Beach
Sumner Crosby
La Jolla
W. L. Van Schaich
Long Beach
R. O. Baldwin
Los Angeles
C. J. S. Williamson
Malibu
Walter H. Leimert
Manhattan Beach
George Peck
E. C. Patmore
Newport Beach
G. C. Macleod
Oceanside
Harold N. Beck
Palos Verdes
Jay Lawyer
Redondo
Dr. J. M. Clark
H. C. Froude
San Clemente
Ole Hanson
Thomas F. Murphine
San Diego
George Marston
Santa Barbara
Harrison Ryon
Santa Monica
Harry W. Strangman
Seal Beach
W. D. Miller
Sunset Beach
George Bush
Venice
A. A. Newton
Ventura
D. C. McMillan
Wilmington
R. V. Ross

To the Secretary.

My Dear Sir:

The Save the Beaches League solicits your active support in defeating Proposition 11 on the November ballot.

Proposition 11 gives to the City of Huntington Beach its tidelands, validates, and confirms and makes legal a lease already entered into by that city and the Pacific Exploration Company to drill for oil on the ocean front, permitting the erection of fourteen two thousand foot piers, establishing of pumping plants, refineries, etc. It is, in a slightly different form, the same measure which the voters defeated on May 3rd, 1932, and, by defeating it, prevented the great oil interests from exploiting our beach playgrounds.

Propoganda is being spread saying that Proposition 11 affects only the City of Huntington Beach, when as a matter of fact, the proposed drilling would do irreparable damage to the beaches for many miles on both sides and let down the bars so that all beach playgrounds can be exploited.

The promoters of Proposition 11, The Pacific Exploration Co., are spending thousands of dollars to put it over. Our organization, with practically no funds, must rely upon public spirited people, chambers of commerce, civic organizations, etc., to put out the true facts.

We have had printed several thousand circulars, copies of which are enclosed. Please read them carefully and if you can use more of them, write us at once and they will be sent free.

We enclose a resolution which we trust your organization may see fit to adopt.

Respectfully yours,

SAVE THE BEACHES LEAGUE,

_____ Pres.

Ole Hanson.

VOTE NO ON PROPOSITION 11—LITERATURE ON REQUEST

11

On motion duly made, seconded, and carried the following resolution was passed by the _____ on the _____ day of _____ 1932.

BE IT RESOLVED: That whereas this organization is against the exploitation of the public beach lands of California, and:

WHEREAS Initiative Proposition No. 11 on the ballot in the November election is contrary to this policy and will tend to open all public beach lands for oil drilling and exploitation:

BE IT FURTHER RESOLVED, that this organization is not in favor of the the passage of this measure and recommends to its members and to the public that they refuse to support Initiative Proposition No. 11, and vote NO.

_____
Secretary

When properly signed by Secretary, please forward to:

SAVE THE BEACHES LEAGUE,
Palace Hotel, San Francisco.

11

40
80

October 7, 1932.

Coast Life Guards,
Bolinas.

Gentlemen:

We, our organization and the entire community as a whole, wish to express our appreciation to the men of the Coast Guard for the promptness with which they answer any call for help.

Our community was fortunate in that no wind was blowing the evening of the fire in Aiveys cottage, but we felt much better when we saw plenty men around to fight a larger conflagration if it became necessary.

We think our community very fortunate in having such willing workers in the near vicinity.

Sincerely thanking you for your cooperation,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

October 7, 1932.

Mr. Joe Avilla,
Stinson Beach,
California.

Dear Mr. Avilla:

We want to thank you for helping on the widening of the hill road a few weeks ago.

We assure you that we thoroughly appreciate your cooperation.

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Grunert,
Secretary.

October 7, 1932.

Mr. Anthony Crimmings,
Bolinas,

Dear Sir:

Our organization wishes to thank you for being so kind as to give your time and the use of your horse during the logging operations of our Road Committee on the Wilkins Ranch.

Your cooperation helped us to widen one of our dangerous streets and we fully appreciate your courtesy.

Again sincerely thanking you ,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Brunert.
Secretary.

October 7, 1932.

Mr. Wilkins,
Bolinas.

Dear Sir:

Our organization and our entire community wish to thank you for allowing our Road Committee to cut so many redwood trees on your ranch to use in building the rip-rap that was necessary to widen one of our principal streets.

Without your help we would not have been able to do the widening at present and we therefore fully appreciate your courtesy and sincerely thank you.

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

October 7, 1932.

Mrs.Gertrude Wakeham,
Stinson Beach.

Dear Mrs. Wakeham;

We want you to know that our organization appreciates the help you gave us when you loaned our Road Committee the use of your horse during the road widening operations on our hill.

We sincerely thank you for your kindly spirit and cooperation.

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

October 11, 1932.

Mr. Warden,
Mill Valley.

Dear Sir:

Our organization and our community as a whole wish to thank you for coming to our assistance last week when the fire threatened our town.

As luck would have it there was no wind and the fire was kept under control but had the circumstances been just a very little different we should have had quite a conflagration in our town.

It is good to know that our neighboring communities are so ready to send help in an emergency.

Assuring you that we appreciate your help,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

October 11, 1932.

Mill Valley Fire Department,
Mill Valley.

Gentlemen;

Our organization and our community as a whole wish to hank you for sending your brush fire fighting apparatus to our assistance last week when the fire threatened our town.

As luck would have it there was no wind and the fire was kept under control, but had the circumstances been just a very little different we should have had quite a conflagration in our town.

It is good to know that our neighboring communities are so ready to help in an emergency.

Assuring you that we appreciate your help

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

October 11, 1932.

Mr. Gus Lanerwitt,
Larkspur.

Dear Sir:

Our organization and our community as a whole wish to thank you for coming to our assistance last week when the fire threatened our town.

As luck would have it there was no wind and the fire was kept under control, but had the circumstances been just a very little different we should have had quite a conflagration in our community.

It is good to know that our neighboring communities are so ready to help in as emergency.

Assuring you that we appreciate your help

Your svery truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Grunert,
Secretary.

TENTATIVE SUMMARY PROGRAM

Twelfth Annual Convention

REDWOOD EMPIRE ASSOCIATION

Eureka, California - October 21st & 22nd, 1932 (1½ days)

FRIDAY, OCTOBER 21

*12:00 m GENERAL ORGANIZATION LUNCHEON (Open to the public)

President Lutgens officially opens the Convention. Official welcome and greetings. Officers, Unit Presidents and Committee Chairmen of the Association describe plan and program of the Convention.

1:30 p.m. PUBLICITY, ADVERTISING AND EXHIBITS COMMITTEE

1:30 p.m. TRANSPORTATION COMMITTEE

2:00 p.m. SIGHTSEEING. For those not otherwise occupied.

2:00 p.m. PROPOSED LADIES RECEPTION

2:30 p.m. RESOLUTIONS COMMITTEE

2:30 p.m. TOURIST PROTECTION COMMITTEE

2:30 p.m. HOTEL-RESORT CONFERENCE - Preliminary Assembly, followed by meeting of Committees.

3:30 p.m. HOTEL-RESORT CONFERENCE - Round-Table on management problems

3:30 p.m. JOINT MEETING -CHAMBERS OF COMMERCE UNIT - also - EVENTS AND CELEBRATIONS COMMITTEE

3:30 p.m. AUTO CAMP, GARAGE & SERVICE STATION UNIT. Round-Table on Management problems - Annual Meeting.

3:30 p.m. REALTORS UNIT - Annual Meeting.

5:00 p.m. ADJOURNMENT OF ABOVE UNITS AND COMMITTEE SESSIONS

6:30 p.m. INFORMAL BANQUET AND ENTERTAINMENT. Prominent speakers and colorful features.

9:00 p.m. COMPLIMENTARY INFORMAL DANCE FOR ALL.

9:00 p.m. FINAL MEETING OF RETIRING BOARD OF DIRECTORS.

2 - Tentative Summary Program -
Redwood Empire Association Convention at Eureka

SATURDAY, OCTOBER 22

8:00 a.m. BREAKFAST SESSION - REDWOOD EMPIRE NEWSPAPER PUBLISHERS UNIT

8:00 a.m. ANNUAL MEETING - SHORELINE HIGHWAY ASSOCIATION

* 9:00 a.m. JOINT SESSION - NINE COUNTIES HIGHWAYS COMMITTEE AND REDWOOD EMPIRE SUPERVISORS UNIT

9:00 a.m. HOTEL-RESORT CONFERENCE ANNUAL MEETING

10:00 a.m. SIGHT SEEING For those not otherwise occupied.

*12:00 m. GENERAL LUNCHEON Speakers and program to be announced (All invited)

* 2:00 p.m. TWELFTH ANNUAL MEETING OF THE ENTIRE REDWOOD EMPIRE ASSOCIATION. Including all Officers, Directors, Units, Committees, Advisory Corps Members, Engineers, Subscribers and all other interested affiliated groups and individuals. EVERYONE URGED TO ATTEND. President, Harry Lutgens, presiding.

4:00 p.m. ADJOURNMENT OF ANNUAL MEETING

4:15 p.m. First meeting of NEW BOARD OF DIRECTORS

5:00 p.m. Organization meeting of NEW EXECUTIVE BOARD

* 7:00 p.m. TWELFTH ANNUAL BANQUET Honoring the Governors, also Highway Commissioners, Department of Public Works executives and engineers,--of California and Oregon; also United States Bureau of Public Roads officials and engineers, and other Federal, State, County and City officials.

Colorful entertainment and other features.
Officialshosts: Eureka Chamber of Commerce and Humboldt County Board of Trade

* 9:30 p.m. COMPLIMENTARY INFORMAL DANCE
Hosts: Eureka Chamber of Commerce and Humboldt County Board of Trade.

Note: Local arrangements under the direction of the Eureka Chamber of Commerce and Humboldt County Board of Trade, in cooperation with Redwood Empire Association's General Convention Committee and Executive Board.

The above program is subject to revision. Speakers and entertainment features to be announced later.

Ladies are cordially invited to participate in the Convention and in the functions in connection therewith.

* Open to all Redwood Empire citizens from the nine Redwood Empire Counties.